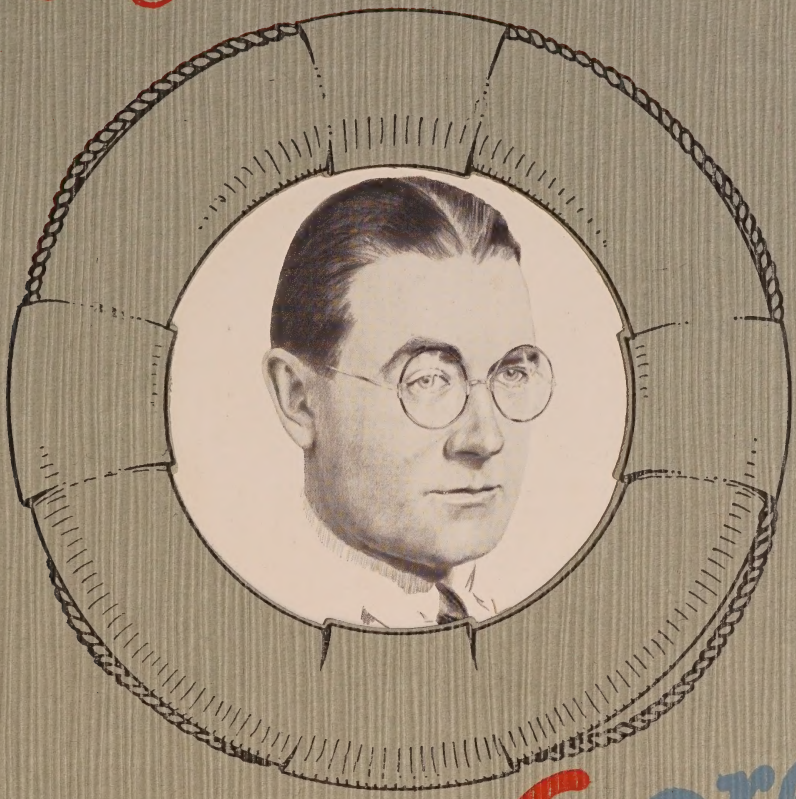
SELZNICK PICTURES

"Reported Missing"

DIRECTED BY HENRY LEHRMAN

Lewis J. Selznick presents



Owen Moore in

The Greatest Action Picture Ever Made

LEWIS J. SELZNICK
Presents

"REPORTED MISSING"

Starring
OWEN MOORE

Written and Directed by Henry Lehrman

The Cast

Richard Boyd	OWEN MOORE
Pauline Dale	Pauline Garon
Sam	Tom Wilson
J. Young	Togo Yamamoto
Nita	Nita Naldi
Andrew Dunn	Robert Cain
Captain Ferguson	Frank Wunderlee

Scenario by LEWIS ALLEN BROWNE
Photography by JULES CRONJAGER
Edited by GEORGE M. ARTHUR
Settings by ALBERT D'AGOSTINO

THERE is beyond the shadow of doubt a certain form of motion picture technique, if given the proper means of following it out, which leads invariably to box-office success. This technique is in itself based on that of the dramatic stage, which in its turn is based on the phychological effect on the human mind of selected incidents and characters.

J. Hartley Manners made a fortune by following this technique with "Peg O' My Heart" and Mack Sennett made another for himself and the exhibitors by following it with "Mickey."

Henry Lehrman and Owen Moore have done likewise with "Reported Missing." This picture is the result of long study as to what will and what will not produce thrills and laughs. Every situation, every character and all details of the production are of the type which is known as "sure-fire." The basic principles of dramatic presentation have been so used as to play on the human mind in a manner which cannot fail to produce laughter, thrills and continued interest.

These statements are made not in advance of the showing of "Reported Missing," but after it has been tried on every conceivable type of audience. The remarkable manner in which people respond to these tried principles is uncanny and itself furnishes food for much thought and study.

Owen Moore as "Young Boyd," and Tom Wilson as "Sam," furnish most of the comedy. An Oriental villain and his gang furnish the mystery. Pauline Garon inspires the romance and a collection of hydroplanes, fast autos and the shipwreck of a long, low, rakish craft furnish the thrills. Then to gladden the heart of the male fan there is one of the greatest free-for-all, rough-and-tumble fights ever screened.

Ideal Type for Every Part

In "Reported Missing" Owen Moore gives the performance of his career and one which is bound to further endear him to the hearts of the fans. Tom Wilson, who has played opposite more stars than any other comedian in the business, stands out in a fashion which is going to advance his worth and popularity many fold. His very entrance is the signal for a laugh.

Pauline Garon, who has been playing with Marie Doro in the stage production, "The Lilies of the Field," is the perfect flapper type, symbolizing the modern heroine to the nth degree. Nita Naldi, the statuesque Follies beauty will have the boys gasping and gaping. Her gowns are bound to produce a similar effect on the ladies.

Togo Yamamoto, as the Oriental arch conspirator; Robert Cain, as the "heavy"; Frank Wunderlee, as a hard-cased sea captain, and little Mickey Bennett, in a sterling juvenile role, all have parts that contribute heavily to the excellence of the production.

Direction and Story

Director Henry Lehrman, a Believer in "Action" for Motion Pictures, Skilled in the Art of Creating Thrills and Laughter — Star Collaborated in Writing Story of "Reported Missing."

HENRY LEHRMAN, author and director of "Reported Missing," who has long been acknowledged one of the greatest of thrill and comedy directors, has achieved a long cherished ambition by producing the outstanding melodramatic success of the year. Mr. Lehrman received his first training in that school where many of the greatest directors came from—the old Biograph Company, which was then headed by the inimitable David Wark Griffith.

Though a man of no little dramatic training in the European school, Lehrman found no recognition in this country at first and was compelled to become a street car conductor where his lack of knowledge of the English language went unnoticed. Lehrman noticed the Biograph studio which was on his street car route and applied for a job. Being a good type he was accepted. It was here he met Mack Sennett with whom he later became associated at the old Keystone Studio in Los Angeles.

It was Lehrman who conceived the idea of making comedies by burlesquing Griffith's dramas. The old comedy makers found that their work demanded continued action and interest. Therefore they specialized in laughs and thrills.

Not long ago Mack Sennett came to the conclusion that what all moving pictures needed was action and continued interest. Therefore he produced "Mickey," one of the greatest of all cinema successes.

Lehrman, his erstwhile associate, was quick in realizing the value of Sennett's idea which he applied to the Owen Moore picture, "Reported Missing," with a success which is already history.

Lehrman wrote the story of "Reported Missing" himself in collaboration with Owen Moore, the star of the piece. It is a straightaway melodramatic comedy which builds right up to a terrific climax and leaves the spectator gasping and weak with laughter.

When the story of "Reported Missing" was first conceived it was apparent that a stupendous screen attraction was in the offing. It's thrilling incidents, its many big character portrayals, its lavish sets, the expensive props incident to its big scenes and the difficult mechanics necessary to its completion, all combined to forecast a tremendous expenditure. But with such a massive picture in prospect Lewis J. Selznick removed all restrictions from the director and his technical men who were instructed to proceed with but one object in view—a picture which would stand forth as the biggest box-office attraction of the year.

THE VOICE of THE PRESS

'Reported Missing,' Owen Moore Screen Farce, at the Criterion

By ALAN DALE.

OWEN MOORE is a new one on me. I've seen most comedians when they have started to commede and have worked my way through their agonies. But Mr. Moore burst upon me in "Reported Missing," at the Criterion Theatre, as a full-fledged funny man who can take it all away from the stereotyped star, and who certainly did it.

OWEN MOORE.

He is of melancholy type, and a bedraggled demeanor, and he wears occasionally the horn-rim glasses that have made the fortune of one Lloyd. Apart from these facts, Moore is agile, sinuous, persuasive, and expressively pantomimic. More cannot be asked for from any picture star. Rah for Owen Moore!

In "Reported Missing" he has one of those melodramatic farces that are never wholly melodrama nor farce, but a happy melange of both. The picture whirls with incident, with escapes—absurd and otherwise—with rush and push and vigor and vim. There are moments when everybody is racing after everybody else, revolving, circumnavigating and generally rough-housing. Why? There's a reason.

But "Reported Missing" needs no more criticism than does the most nimble of comedies. It talks for itself, and it talks loudly. It skulks in no silence, and it is irresistible.

There are no custard pies and no lemon meringues. There are, moreover, admirable sub-titles, filled with mirth. The heroine was not too frightfully pretty, but just comely enough.

In a word, don't be "reported missing" from the Criterion.

'Tis I as sez it.

CRITERION THEATRE—"Reported Missing." A Selznick picture.

THE CAST.

Richard Boyd	Owen Moore
Pauline Dale	Pauline Garon
Sam	Tom Wilson
J. Young	Togo Yamamoto
Andrew Dunn	Robert Cain
Captain Ferguson	Frank Wunderlee
A Boy	Mickey Bennett

N.Y. AMERICAN APRIL 27

THE PHOTO-DRAMA

By Quinn Martin.

The funniest film in town has slipped into the Criterion Theatre under the title of "Reported Missing," replacing the long running "Loyes of Pharaoh." This latest picture, showing Owen Moore in a series of thrilling land and water escapades, is a Selznick product, and it is as full of hokum and subterranean comedy as any Ben Turpin-Buster Keaton devotee could wish.

The story, written, we understand, by David Kirkland and Henry Lehrman, deals largely with the kidnapping of a young man ambitious both sen-

"REPORTED MISSING."

Selznick—Six Parts.

Featuring Owen Moore.

Reviewed by Helen Pollock.

CAST:

Richard Boyd	Owen Moore
Pauline Dale	Pauline Garon
Sam	Tom Wilson
J. Young	Togo Yamamoto
Andrew Dunn	Robert Cain
Captain Ferguson	Frank Wunderlee

Written and directed by Henry Lehrman.

If the title "Reported Missing" doesn't excite you, you may be sure the picture will. To miss seeing it will be to forfeit an evening of genuine amusement. The film, which was given its initial presentation at a private showing at the Ritz-Carlton on Friday evening, is not only one of the best pictures ever made by the Selznick company but one of the most thoroughly satisfactory ever made by any company.

There isn't space here for all the pleasant things that might be said about this film. It has been many a long day since this reviewer has enjoyed a picture as thoroughly as "Reported Missing." Don't miss it.

MORNING TELEGRAPH APRIL 9

"Reported Missing" is a mad, mad story, and it is what might be called slapstick melodrama if there is such a thing, and there is, for "Reported Missing" is just that.

It opened at the Criterion on Sunday for a run with Owen Moore in the star part. It is one of the sort of pictures that Douglas Fairbanks used to make with the hero in all sorts of danger, which never scares any one any more than it does the hero himself.

Five or six reels of slapstick is considerable, ever if it is melodrama, but one certainly does not feel that "Reported Missing" is too long. The comedy is excellent, and it has plenty of moments which furnish you with a good thrill, even if there is no real suspense.

TRIBUNE APRIL 25

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THE Film DAILY

Sunday, April 16, 1922

Get Hold of This One. Sure to Satisfy

Box Office Analysis for the Exhibitor

This looks like a full house. Will drive away the blues from the box office and give the people their money's worth. "Reported Missing" is a thoroughly satisfying offering and will please all classes of audiences. Don't hesitate but get behind this one, because it is full of real good laughs and plenty of surefire stuff that will bring the house down with cheers.

You have the star's name and along with this you may promise a delightful entertainment. You can talk about it and safely call it one of the most amusing productions of the season. Mention some of the stunts and tell them some of the funny things that this rich young man does. The thrilling climax will keep them on edge.

The Voice of the Press

HEARTY RECEPTION GIVEN SELZNICK FILM AT RITZ

"Reported Missing" Is Given Enthusiastic Applause at Private Showing and Feature Is Voted a Decided Success From All Angles.

By LOUELLA O. PARSONS.

The answer to why the Selznick company engaged the projection room at the Ritz to show "Reported Missing" was answered Friday evening, ten minutes after the picture was put on the screen. One knew instinctively Lewis J. and Myron Selznick were right in their contention they had made a picture that was deserving of all this background of special orchestration and invited guests. An hour later this knowledge had become a certainty. The laugh that started in the first few subtitles and continued on through the delicious melodrama and ridiculous situations until in the end the two young people came through their Arabian night difficulties to each others arms, was hearty and sincere. The applause was likewise spontaneous and real.

A comedy with frank and obvious melodramatic touches of the character of "Reported Missing" is rare enough to make it a lily among weeds. Few pictures have been treated so intelligently and with such gratifying originality, and the best part the high standard is maintained from chapter one to the end of last reel.

One might put a line in bold-faced type to the exhibitors saying do not miss this one—it is worth a longer lease on your theatre; but such advice is unnecessary, the theatre owners who were at the premiere Friday night saw all this for themselves.

MORNING TELEGRAPH APRIL 9

"Reported Missing" at the Criterion

"Reported Missing," the Selznick picture starring Owen Moore, which opened at the Criterion yesterday, misses nothing when it comes to entertainment. There may be doubt as to just what the plot is, but this is due to the fact that there are so many plots, counterplots and sub-plots in the production, so many laughs and so many thrills, that the audience doesn't care when the central theme comes to the surface again.

The picture is frankly a screen burlesque of several very well known picture and stage themes, and therefore exempt regarding the matter of straight continuity. Henry Lehrman, who directed the production, collaborated on the story with Mr. Moore, and Lewis Allen Browne wrote the scenario. Then, to complete the workmanship deftly, H. I. Phillips, John Medbury, Will B. Johnstone, E. V. Durling and Tom Bret wrote the titles, with George M. Arthur as the umpire.

TELEGRAM APRIL 24

HILARIOUS MELODRAMA

AT the outset of "Reported Missing," Owen Moore's newest film, which began an indefinite engagement at the Criterion Theatre yesterday, it is stated that the film had but one purpose, to entertain, regardless of plot or anything else.

Owen Moore

Let it be said here and now that as an entertainment it is a howling success. For sheer foolery and rollicking comedy this film is a gem.

Comparisons are odious, but not so long ago a film came to this self-same theatre that widely advertised itself as burlesque melodrama and labored so strenuously to prove its right to that appellation that it failed to reach the mark.

And now, without flourishes or ruffles, "Reported Missing," written and directed by Henry Lehrman, comes to the Criterion and accomplishes all that the other film set out to do, and does it so ingenuously that for a time after the laughs begin the spectator isn't exactly certain whether the picture is trying to be serious or not.

It is hilarious, irrepressible melodrama. When you are not chuckling at its amusing absurdities you are interested by its genuine thrills. It closely approaches a new altitude record for high speed action, and it has a storm at sea episode that is a splendid piece of film work, in addition to some distinctly active fights, etc. And these thrills have been attached to the ludicrous so skillfully that one almost forgets the real chances which the players took.

MAIL APRIL 24

"Reported Missing," the film which has replaced "The Loves of Pharaon" at the Criterion, is undiluted slap-stick. it gives the impression, every once in a while, that it is about to become an earnest melodrama, and occasionally there is an unpleasant suggestion of jingoistic propaganda about it, but these are only momentary checks to the irresistible onrush of its horse-play. And this is good, because most of the rough stuff is funny. There's too much of it, of course—these broad burlesques should never be more than three reels long—one grows a little tired after thirty minutes of loud laughter at clowning—but this does not alter the fact that there is riotous merriment in "Reported Missing," that the antics of Owen Moore, in various ridiculous costumes, are amusing, that the smashing about of black-faced Tom Wilson is comical, and that there are several ingenious situations in the picture. The story, which doesn't matter at all, is mainly about a youth who is kidnapped and held for three days on a schooner stranded on a reef.

TIMES APRIL 24

"Reported Missing"
Selznick—Six Reels

(Reviewed by Laurence Reid)

IF there is one picture which deserves the tribute of "something out of the ordinary" that picture is "Reported Missing," accurately described by Selznick as its greatest achievement. Henry Lehrman, who wrote and directed this melodramatic comedy, has been given free rein to add to the gayety of a nation. And he has contributed a feature which will be talked about for its adventurous action, its novel gags, its subtle and broad humor, its quaint characterization, its development toward a climax which carries explosive qualities and its overwhelming suspense. This compelling element causes the spectator to grip the arms of his seat despite the fact that the incidents and gags are charged with humor. Even though you wonder if Owen Moore, "shanghaied" by his enemy, will ever see land again, you laugh over his embarrassing moments.

The titles are genuinely funny and are contributions by humorists associated with New York dailies. Indeed Selznick has not overlooked one department to give the feature a thoroughness of production. The cast is highly efficient.

M.P. NEWS APRIL 22

EXPLOITATION

"Reported Missing," an Attraction That is "Made to Order" for Box-Office Purposes—No Picture Ever Made Offers as Many Exploitation Angles.

NO motion picture ever made provides the enterprising showman with quite so many opportunities for exploitation as does "Reported Missing." Few pictures if any are so constructed that the exhibitor may proceed with his advertising and advance billing with the same positive assurance that whatever method he may employ, it will be in keeping with the entertainment. Seldom is a photoplay produced which will so completely fulfill the claims made for it by a truly aggressive exploitation campaign.

"Reported Missing" is essentially a box-office magnet. It is entertainment undiluted, spiced and seasoned to tickle the public palate. Call it "hoakum" if you like, but the subject matter contained in "Reported Missing" was especially chosen because the public has proven conclusively that the one thing it wants most is action—and lots of it. It is upon this foundation that "Reported Missing" was builded. In consequence the exhibitor receives in this picture a production that is "made to order for showmanship purposes" and the natural result is that the best, most certain means of cashing in on the picture is through the use of the oldest and surest weapon of the successful showman—the bally-hoo.

The Value of Exploitation

It is not an easy matter to conceive of and introduce new methods of showmanship. Most everything that is possible in exploitation has at one time or another been employed in the big drives for public patronage at the box-office. That the use of these methods have proven of practical advantage to motion picture exhibitors goes without saying. They have often made dollars appear where otherwise dimes only would have been known. Therefore the exhibitor who seeks to realize full returns from his showing of "Reported Missing" will take advantage of the opportunities afforded by its almost endless exploitation possibilities.

Exhibitors throughout the country have become so adept at the art of exploitation that it seems futile for any one person to attempt to outline a plan of campaign that would best suit the needs of all individuals. Every showman knows his community and the characteristics of his clientele. He has before exploited many a picture and he best of all knows what appeals most to the people of his community.

"Reported Missing" is so essentially a "bally hoo" production that there are few if any of the tried and tested methods of exploitation that will not lend themselves to your plan for publicizing this production. All the time-worn tricks of the circus agent; all the out-door stunts of the carnival man; all the dignified methods pursued by the operatic manager and all the schemes evolved by the county fair manager can be employed in building up your boom for this picture.

Invaluable Accessories

Naturally the first thing to be considered by the exhibitor is the quality of the stock accessories available on the attraction he intends to exploit. He is interested more in his lithographs, his lobby displays and his newspaper materials more than anything else. These are the foundation upon which he naturally must build his campaign.

In this respect "Reported Missing" offers him advantages seldom found in a motion picture. The lithographs alone are probably the finest tools ever placed at the disposal of a showman for the purposes of attracting crowds to his theatre. On another page of this book will be found a complete lay-out of the posters available on "Reported Missing" and it will take but a glance to convince you that no finer lithographic displays were ever drafted for a motion picture.

Of equal importance is the newspaper campaign conducted in behalf of the production. No matter what other methods are employed, no campaign is complete without the use of the newspapers. In another part of this book will be found both supplemental news and advertising sections from which may be extracted sufficient advertising and publicity for the conduct of any reasonably large campaign. The ads are exceptional specimens of newspaper lay-outs and may be depended upon to attract the public eye. The publicity material is the handiwork of expert press agents who have probed the picture and its every contributory factor for items of public interest and charm.

In addition to the posters and beautifully colored lobby displays prepared for "Reported Missing," your Select branch can supply you with Window Cards, Canvas Banners, Heralds, Snipes and Throw-aways, all of which have been carefully designed with a view toward swelling box-office receipts.

EXPLOITATION

Advertising Accessories That Will Aid in Making This Selznick Picture One of the Biggest Drawing Cards in the History of Motion Pictures.

THE Window Card on "Reported Missing" will at once arouse interest in the picture. The snipe, while a simple little thing, is by virtue of its very simplicity one of the most useful and sure-fire accessories available on the picture. It is printed in black and white, is 9 x 12 inches, and was designed to imitate the bulletin snipes used by the police departments throughout the country in their search for persons reported missing. By using the snipe without the theatre imprint it becomes a "teaser" ad that will assuredly arouse interest in your subsequent display announcements; by stamping the name of your theatre on the sheet, the instrument becomes a throwaway that will add greatly to your efforts to draw capacity crowds for every performance.

The Heralds, both sides of which are shown in this book, are available at a nominal cost and the attractive canvas Banner and Screen Slides illustrated on Page 13 are accessories which have more than the average pulling power. In addition there are three types of novelties which may be procured from your exchange at comparative small cost. By producing these novelties in quantities sufficient to supply the universe, the distributors are enabled to supply them to the individual at an extremely low figure. These novelties are illustrated on Page 15 of this book, with prices appended.

Novelty Advertising

The first of these, described as Goggles, are toy spectacles made of paper with peep holes for the eye. The nose flap hanging below is for the theatre imprint. Children are ever eager for toys of this kind and everyone distributed by you will at once become a walking advertisement for your theatre. The same applies to the burr, to which is attached a die-cut drawing of Owen Moore and which, following their distribution, will be seen clinging to the backs of young and old alike. The trick folder is a multi-printed novelty which when folded and unfolded changes character from one figure to another, the three figures represented in the drawings being the characters played in the picture by Owen Moore, Tom Wilson and Togo Yamamoto.

Don't neglect the use of these novelties for they are certain to arouse interest among the youngsters and, this done, the success of your showing is assured.

Special attention is directed to the newspaper "teaser" campaign as laid out in the advertising supplement. These teasers, if published on successive days for a week prior to the announcement of the picture's engagement at your theatre, will place your patrons in a most receptive mood for the displays that follow. During the picture's premier showing at the Criterion Theatre in New York City this plan of advertising was employed and the result was capacity business at every performance in New York's leading theatre.

Newspaper "Teaser" Ads

Another effective "teaser" or "puzzle" ad may be used by having an artist design a display of jumbled letters contained in the two words, R-E-P-O-R-T-E-D M-I-S-S-I-N-G. One of these letters would, of course, be omitted and the accompanying announcement could read as follows: **In this advertisement there is just one letter reported missing. To the first ten (or twenty, or fifty) persons identifying this letter by correctly spelling the two words to which it belongs will be issued two complimentary tickets to the forthcoming performance of the picture by that name at the Blank Theatre next week.**

The above plan may be converted into an attractive window display by procuring large die-cut letters and heaping them in one corner of the window. A placard worded along the lines suggested above would provide the necessary tie-up with your theatre.

Mail Campaign

Exhibitors who employ the use of letters and other messages for direct mail advertising will find in this book two splendid samples of letters and a specimen post card which will prove effective for the purpose. A direct, through-the-mail campaign has few superiors in the art of advertising as is apparent from the fact that the method is employed almost everywhere by leading theatres.

This mail campaign can be augmented by the use of the following message, written on a telegraph blank or a radiogram form, the message to be signed by the last name of the theatre manager: OWEN MOORE, "REPORTED MISSING," HAS BEEN FOUND AND WILL APPEAR AT THE BLANK THEATRE FOR.....DAYS BEGINNING ..... IN THE FUNNIEST AND MOST THRILLING PHOTOPLAY EVER PRODUCED.

Posters

24-Sheet

3-Sheet

Reported Missing
Famous Motion Picture Comedian
Owen Moore
and a notable array of screen performers who were last seen at New York Theatre where all records for laughter and thrills were broken.
Suitable Reward
will be paid for the detection of Owen Moore or any member of the "Reported Missing" cast who is found in any scene or situation in this performance or fails to stir your emotions or make you laugh.

1-Sheet

6-Sheet

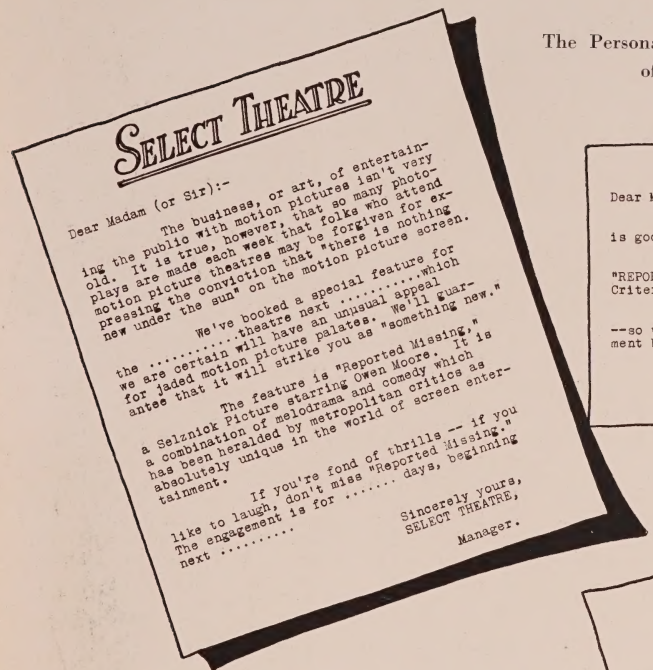
1-Sheet

3-Sheet

24-Sheet

MAIL CAMPAIGN

The Personal Appeal That Has Swelled the Profits of Many a Successful Showman.



SELECT THEATRE

Dear Madam (or Sir):-

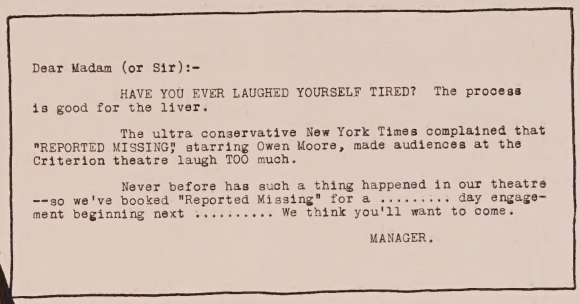
The business, or art, of entertaining the public with motion pictures isn't very old. It is true, however, that so many photoplays are made each week that so many photo-motion picture theatres may be forgiven for expressing the conviction that there is nothing new under the sun" on the motion picture screen.

We've booked a special feature for the .....theatre next .....which we are certain will have an unusual appeal for jaded motion picture palates. We'll guarantee that it will strike you as "something new."

The feature is "Reported Missing," a Selznick Picture starring Owen Moore. It is a combination of melodrama and comedy which has been heralded by metropolitan critics as absolutely unique in the world of screen entertainment.

If you're fond of thrills -- if you like to laugh, don't miss "Reported Missing." The engagement is for ..... days, beginning next .....

Sincerely yours,
SELECT THEATRE,
Manager.



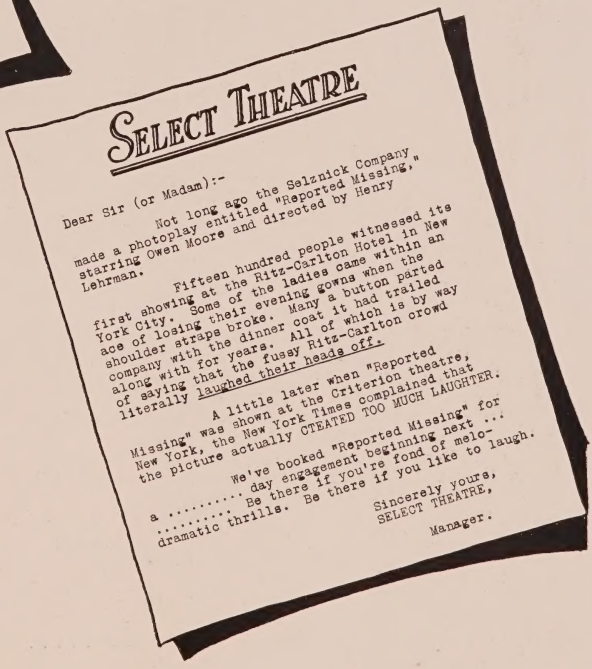
Dear Madam (or Sir):-

HAVE YOU EVER LAUGHED YOURSELF TIRED? The process is good for the liver.

The ultra conservative New York Times complained that "REPORTED MISSING" starring Owen Moore, made audiences at the Criterion theatre laugh TOO much.

Never before has such a thing happened in our theatre --so we've booked "Reported Missing" for a ..... day engagement beginning next ..... We think you'll want to come.

MANAGER.



SELECT THEATRE

Dear Sir (or Madam):-

Not long ago the Selznick Company made a photoplay entitled "Reported Missing," starring Owen Moore and directed by Henry Lehrman.

Fifteen hundred people witnessed its first showing at the Ritz-Carlton Hotel in New York City. Some of the ladies came within an ace of losing their evening gowns when the shoulder straps broke. Many a button parted company with the dinner coat it had trailed along with for years. All of which is by way of saying that the fussy Ritz-Carlton crowd literally laughed their heads off.

A little later when "Reported Missing" was shown at the Criterion theatre, New York, the New York Times complained that the picture actually CTEATED TOO MUCH LAUGHTER.

We've booked "Reported Missing" for a ..... day engagement beginning next ... . Be there if you're fond of melo-dramatic thrills. Be there if you like to laugh.

Sincerely yours,
SELECT THEATRE,
Manager.

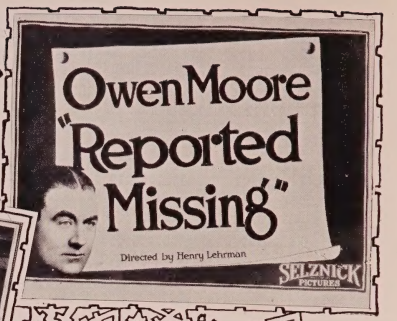
THE Model Letters and post card on this page are excellent examples of interest inviting missives for direct mail advertising.

Successful showmen need not be told of the advantages to be derived from an active mail campaign. The system is in vogue with big theatre owners throughout the country and time has proven that this method of appeal to the public has few superiors.

These letters are brief and to the point and possessed of a touch of that personal tone that will arouse in the recipient more than a passing interest in "Reported Missing."

Have them copied on your theatre stationery and mail one to each person on your mailing list. They will more than pay for themselves at the box-office.

Lobby Display



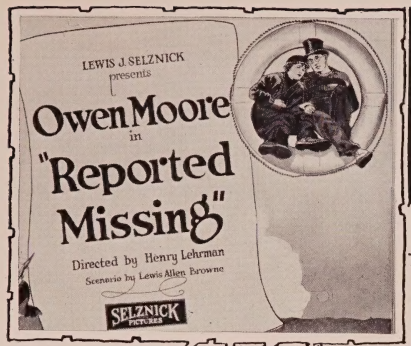
22×28 PASTEL

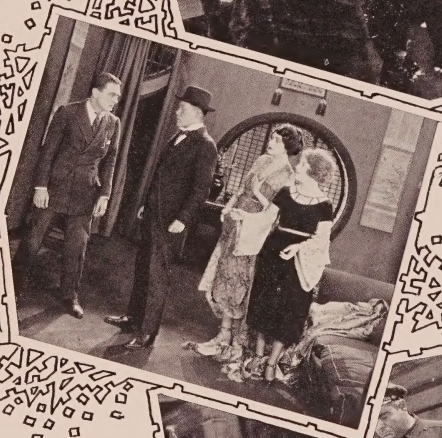
8 x 10 Black and White Lobby Cards, 9 Scenes and Title Card to the Set.

Price 50c

Pastels . . . . . 40c Each

Lobby Display





22×28
PASTEL

11 x 14 Colored Lobby Cards, 7 Scenes and Title Card to the Set.
Price 75c

Pastels 40cEach

MUSIC CUE

Specially selected and compiled by JAMES C. BRADFORD.

As played at the Premier showing at the Ritz-Carlton New York, N. Y. under the personal conductorship of Mr. Bradford.

THEME. "WAITING FOR YOU" HARLANG.
OMAN THEME. "FOURTEEN FATHOMS" LAKE.

No.	Min.		(T)itle or (D)escription	Tempo		Selection
1.	1¼.		AT SCREENING.	2/4	Presto	Aurora—Van der Mehden (Intermezzo).
2.	1¼.	T.	Idle ships	6/8	Tempo di Marcia	Before the Mast—Laurendeau.
3.	1¾.	D.	Boyd in bed	4/4	Moderato	I'm Tired—Jerome.
4.	1¾.	D.	Pauline at desk	4/4	Moderato	THEME.
5.	1¼.	D.	Sam mixing drinks	2/4	March Burlesque	A Prohibition Episode—Aborn.
6.	2¾.	D.	Sam sees monkey	2/4	Presto	Aurora—Van Der Mehden.
7.	¾.	D.	Oman at desk	4/4	Moderato	OMAN THEME.
8.	2.	D.	Sam and Boyd in hallway	3/4	Tempo di Valse	Valse a la Mode—MacClure.
9.	1¼.	T.	Dick, why are you so weak?	4/4	Moderato	THEME.
10.	1¼.	D.	Directors' meeting	2/4	Allegro	La Coquette—Onivas.
11.	2½.	T.	Confident that he will	3/4	Valse Lente	Daddy—Fischer.
12.	½.	D.	Kid kicks man on shin	2/4	Presto	Danse Des Serpents—Ahrends.
13.	2¾.	D.	Pauline and Boyd leave house	2/4	Allegro Giusto	Happy—Frey.
14.	1½.	D.	Men surround Boyd and Pauline	4/4	Moderato	OMAN THEME.
15.	½.	D.	Boat passes in moonlight	6/8	Tempo di Marcia	Sailing—Old Air.
16.	1½.	T.	We're running into a northeaster	6/8	Allegro con brio	The Storm—Langey.
17.	3¼.	D.	Cloudy sky appears	4/4	Agitato	The Tempest—Lake.
18.	½.	D.	Sam sits at organ	4/4	Moderato	Nearer My God to Thee—
19.	1.	D.	Sam stops playing	4/4	Con moto	Storm Furioso—Minot.
20.	½.	D.	Sam starts to play again	4/4	Moderato	Nearer My God To Thee—
21.	3½.	T.	Ah, quit, we're all right	6/8	Tempo di Marcia	Our Jackies—Laurendeau.
22.	½.	D.	Fat men go on deck	4/4	Moderato	Hearts and Flowers—Toban.
23.	1¼.	T.	Another day and rations	4/4	Moderato	Whistling Rufus—Ascher.
24.	1¼.	D.	Captain places hand on Sam's shoulder	6/8	Andantino	Miracle of Love—MacKee—(Refrain Burlesque.)
25.	¾.	D.	Boyd gets up from table	4/4	Allegretto	Mignonette—Savino.
26.	1½.	D.	Captain chases Boyd	2/4	Allegro	Polo Rag—Romberg.
27.	2¼.	T.	The third day	4/4	Andante	The Larboard Watch—Nautical.
28.	1.	D.	Pauline fishing—gets bite	6/8	Allegro	The Hobbledhoy—Olson.
29.	½.	T.	The absence of young Boyd	4/4	Moderato	OMAN THEME.
30.	2.	D.	Motor boat starts	2/4	Allegro	Cinderella—Loraine.
31.	1¾.	T.	I'll take the girl	2/4	Allegro	Hurry No. 33—Minot.
32.	1.	D.	Boyd on deck of battleship	6/8	Tempo di Marcia	Jack Tar March—Sousa.
33.	3¼.	D.	Sea plane starts	4/4	Allegro	Orgie of Spirits—Ilynsky.
34.	1½.	T.	Ten minutes before	2/4	Tempo di Marcia	Winning Fight—Holtzman.
35.	¾.	D.	Door opens—Oman enters	4/4	Moderato	OMAN THEME.
36.	¾.	D.	Sam eating	4/4	Moderato	Chicken—Jerome.
37.	2.	T.	On Oman's trail	2/4	Allegro	A Bit of Syncopation—Goldman (Fast Rag).
38.	2½.	D.	Flash back—Oman's palace	6/8	Andantino	Oriental—Cui.
39.	3½.	D.	Fight starts	12/8	Allegro Agitato	Mysterioso Furioso—Langey.
40.	4.	D.	Sailors enter fight	4/4	Vivace	Tumuktuoso—Gabriel Marie.
41.	2½.	T.	Give him the unloaded one	4/4	Moderato	OMAN THEME.
42.	1.	D.	Oman picked up by friends—Pauline and Boyd in window	4/4	Moderato	THEME.

THE END.

The timing is based on a speed of 12 minutes per reel of 1,000 ft.

Accessories

Screen Slides

Slides, Two Styles, 15c Each

LITHOGRAPHED BANNER FOUR COLORS 3×10 PRICE $2.00

ACCESSORIES

½ SHEET WINDOW CARDS
8¢ EACH

"REPORTED MISSING"
Starring OWEN MOORE
Personally Directed by Henry Lehrman
Scenario by Lewis Allen Browne

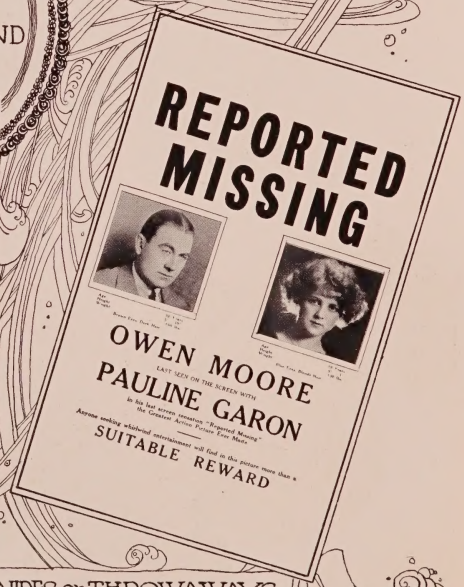
"REPORTED MISSING"

A Sensation!

Will *You* Aid in the Search?

HERALDS
$2.00 PER THOUSAND

VOL. LXXI... No. 23,442.
NEW YORK, FRIDAY,
YOUNG COUPLE REPORTED MISSING; CIRCUMSTANCES POINT TO FOUL PLAY
Richard Boyd, Head of Big Shipping Company, and Beautiful Pauline Dunn Being Forced Aboard Rough Fishing Smack When Last Seen—Last Night's Storm at Sea Adds New Fears for Their Safety
Activities of Unscrupulous Oriental Give Case Touch of International Intrigue
RICHARD BOYD
MISS PAULINE DUNN



SNIPES or THROWAWAYS
30¢ PER HUNDRED

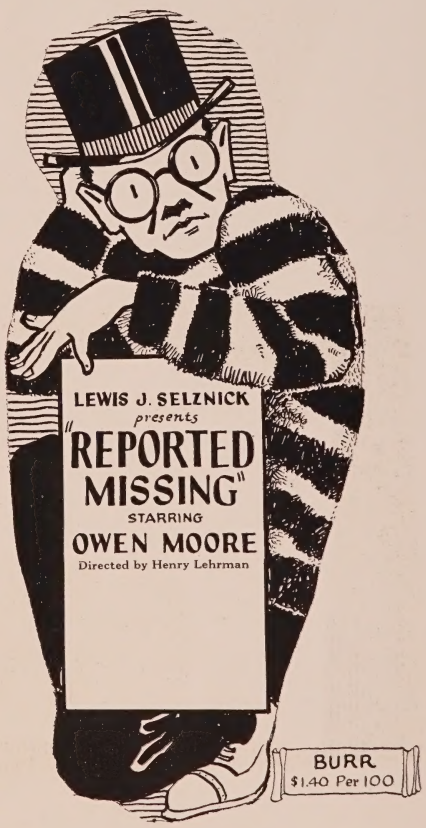
Accessories

Novelties That Pull-

FOLD OVER ON BLACK LINES
THERE ARE 12 DISTINCT CHANGES - SEE IF YOU CAN MAKE THEM ALL
FOLD FORWARD
FOLD FORWARD
THIS BOX IS FILLED WITH LAUGHS AND THRILLS
LEWIS J. SELZNICK presents "REPORTED MISSING" STARRING OWEN MOORE
Directed by Henry Lehrman
NOW FOLD UP FEET
ONCE MORE FOLD FORWARD
PAT APPLIED FOR

CARICATURE FOLDER
$1.00 Per 100

GOGGLES
$1.20 Per 100



BURR
$1.40 Per 100

RECAPITULATION OF ACCESSORIES

SPECIALTIES

Trailers (approximately 100 feet)	Gratis
Slides (two styles) colored	15c each
Window Card (half-sheet, lithographed)	08c each
Banner (Canvas, 3 x 10 feet, lithographed)	$2.00 each
Herald (green rotogravure)	$2.00 per Thousand
Snipes and Throw-aways	30c per Hundred
Pen Sketch Drawings, Press Prints, 5 to the Set	50c per Set

NOVELTIES

Eye Goggles (paper) with space for theatre imprint	$1.20 per Hundred
Caricature Folders, with space for theatre imprint)	$1.00 per Hundred
Clinging Burr, with Drawing attached	$1.40 per Hundred

LITHOGRAPHS

One Sheet (two styles)	15c each
Three Sheet (two styles)	45c each
Six Sheet (one style)	90c each
Twenty-four Sheet (two styles)	$2.50 each

LOBBY DISPLAYS

22 x 28 Colored Pastels (two styles)	40c each
11 x 14 Colored Photos (eight scenes)	75c set
8 x 10 Black and White Photos (ten scenes)	50c set

CUTS AND MATS (See Advertising Supplement)

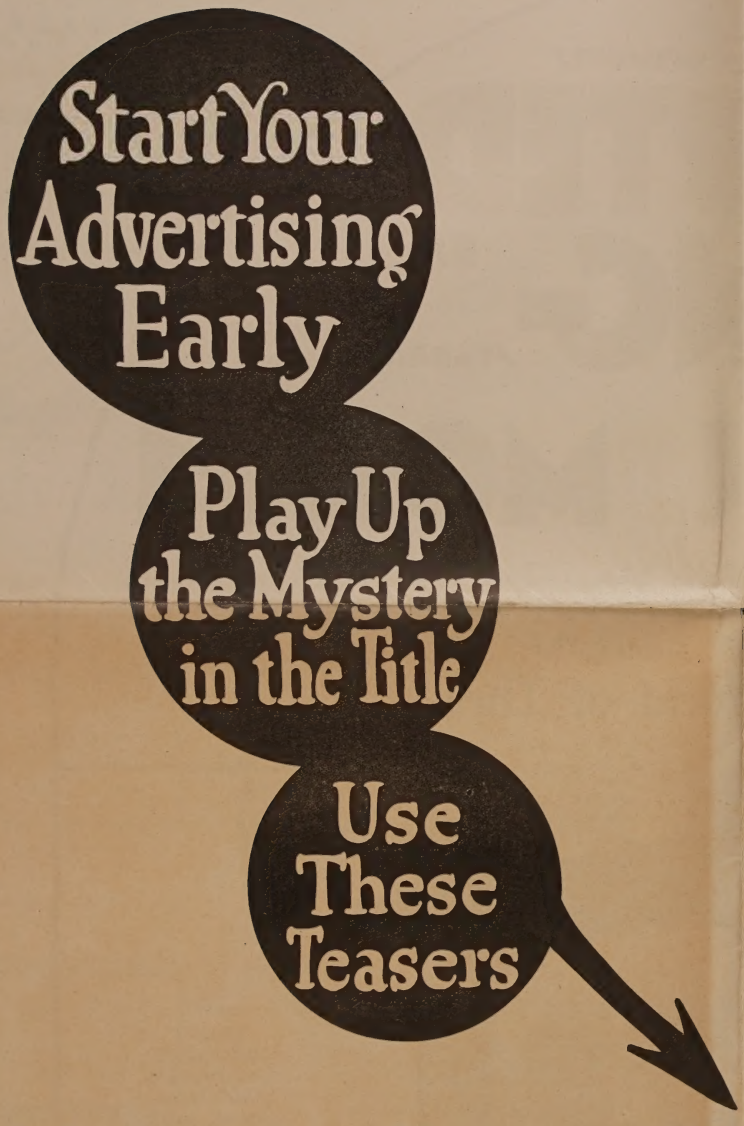
One Column Production Cuts:	
Electrotypes (one style only)	25c each
Matrices (two styles)	05c each
Two Column Production Cuts:	
Electrotypes (one style only)	45c each
Matrices (two styles)	10c each
Three Column Production Cuts (one style mats only)	15c each
Seven Column Newspaper Ad. (full page) Mat only	35c each
Six Column Newspaper Ad. (6 inches deep) Mat only	30c each
Five Column Newspaper Ad. (5½ inches deep) Mat only	25c each
Four Column Newspaper Ad. (8 inches deep) Mat only	20c each
Two Column Newspaper Ads. (two styles, 4 inches deep)	10c each
Two Column Newspaper Ad. (one style, 12 inches deep)	10c each
One Column Newspaper Ads. (three styles, 6 inches deep)	05c each

CAMPAIGN BOOK, ADVERTISING SUPPLEMENT AND MUSIC CUE ..... GRATIS

For special drawings, art lay-outs and other advertising accessories not found in this book, communicate direct with the Advertising Department, Select Pictures Corp., 729 Seventh Avenue, New York City.

CIRCLE PRESS, INC., NEW YORK

Newspaper Advertising Aids and Accessories



Supplement to
Exhibitors Campaign Book
"REPORTED MISSING"
Starring OWEN MOORE

Scatter these Column Fillers Freely Throughout Your Newspapers on Successive Days Preceding The Picture's Engagement

(First Day)

Richard Boyd, young president of the Boyd Shipping Company, and Pauline Dunn, society belle, have been "Reported Missing." Mutual friends deny that they have eloped.

(Second Day)

Richard Boyd and Pauline Dunn, "Reported Missing," were last seen being forced aboard a rough fishing smack about to leave the harbor. There is grave suspicion of foul play.

(Third Day)

The storm at sea immediately after Richard Boyd and Pauline Dunn were forced to sail on the little fishing vessel has added more fears for their safety.

(Fourth Day)

Rivalry between Richard Boyd and a representative of a big Oriental shipping concern over the possession of the big fleet tied up in the bay is being discussed as a possible reason for Boyd's being "Reported Missing."

(Fifth Day)

It has just been learned that Sam Jepson, colored valet to Richard Boyd, "Reported Missing," went to sea in a row boat in pursuit of his employer. He was apparently demented.

(Sixth Day)

Sea planes and sea sleds have been enlisted in the search being made for Richard Boyd and Pauline Dunn. It seems certain that they have been wrecked at sea.

Use these "Teasers" Before Announcing The Picture's Engagement at Your Theatre

"REPORTED MISSING"
RICHARD BOYD
PAULINE DUNN
Foul Play Suspected

Abducted on Rough Fishing Smack!
RICHARD BOYD
PAULINE DUNN
"Reported Missing"

International Intrigue—
Suggested in mysterious disappearance of Richard Boyd and Pauline Dunn who are
"Reported Missing"

Terrific Storm at Sea—
What has happened? Richard Boyd and Pauline Dunn
"Reported Missing"

Sea Sled and Sea Plane
in thrilling Race
in Case of
RICHARD BOYD
AND
PAULINE DUNN
"Reported Missing"

WHAT'S IT ALL ABOUT?
"REPORTED MISSING"
A Selznick Picture
Starring
OWEN MOORE
will tell you at Select Theatre Next Week

Presented with our personal guarantee—

(SIGNED)
MANAGER'S NAME

SELECT THEATRE

WEEK BEGINNING MONDAY

SELZNICK PICTURES

LEWIS J. SELZNICK presents

"REPORTED MISSING"

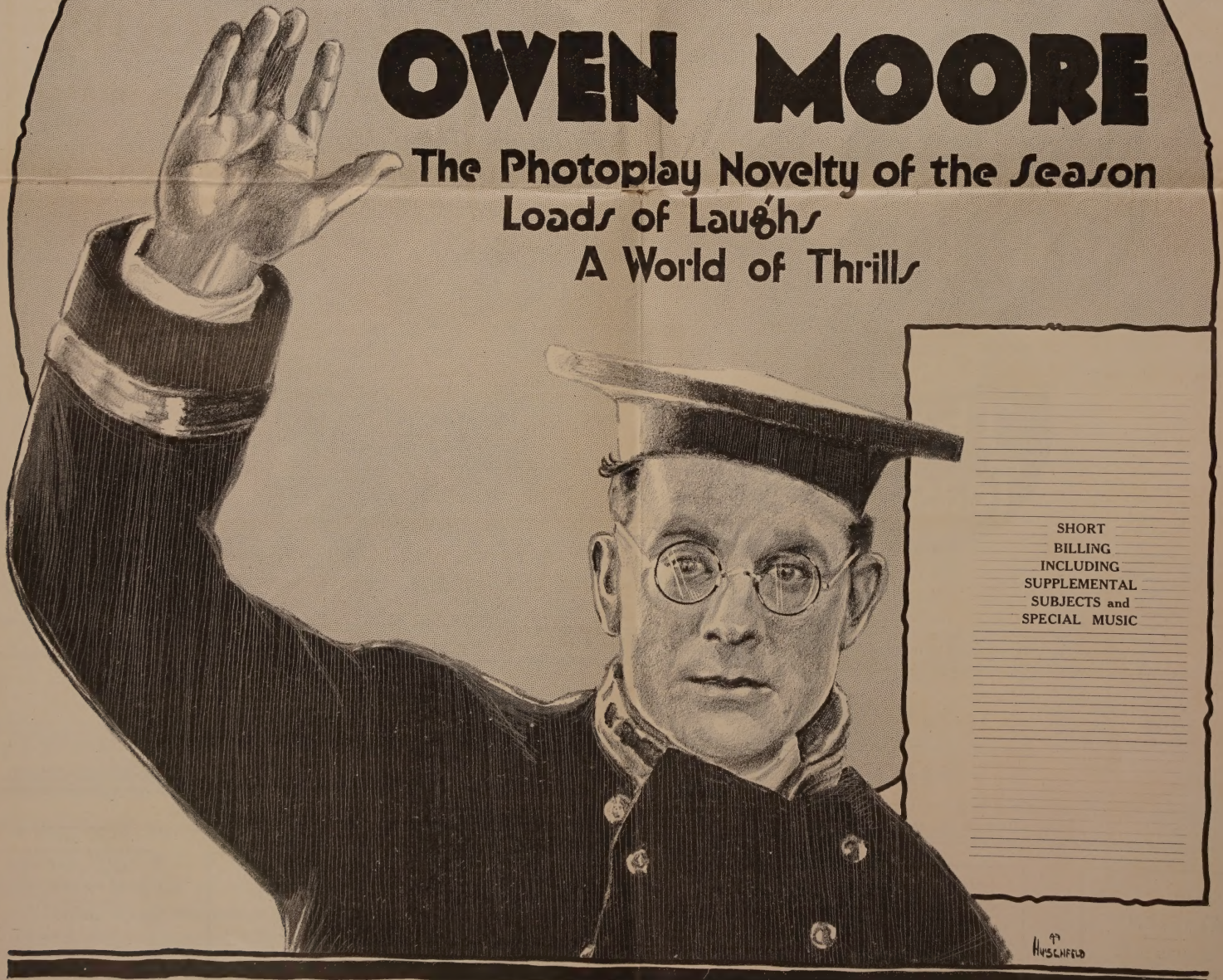
STARRING

OWEN MOORE

The Photoplay Novelty of the Season

Loads of Laughs

A World of Thrills



SHORT BILLING INCLUDING SUPPLEMENTAL SUBJECTS and SPECIAL MUSIC

LEWIS J. SELZNICK *presents*

"REPORTED MISSING"

STARRING

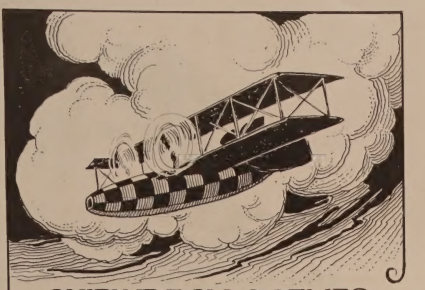
OWEN MOORE

SELECT THEATRE

THREE DAYS BEGINNING

MON. (Date)

No. 2—Sc. Ad., Mat; 5c.



SHIPWRECK SCENES

that make your heart beat faster

A SEAPLANE and SEA SLED

race that is easily one of the biggest thrills ever presented on the screen

LEWIS J. SELZNICK

presents

"REPORTED MISSING"

STARRING

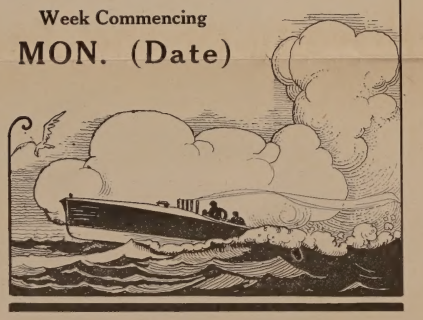
OWEN MOORE

the Photoplay Novelty of the Age

SELECT THEATRE

Week Commencing

MON. (Date)



No. 5—Dc. Ad., Mat; 10c.

SELZNICK PICTURES

The Perfect Combination of Comedy and Drama

"REPORTED MISSING"

STARRING

OWEN MOORE

SELECT THEATRE

MON.-TUES.-WED.

No. 6—Dc. Ad., Mat; 10c.

SELZNICK PICTURES

"REPORTED MISSING"

Starring OWEN MOORE

Filled with Thrills

Loaded with Laughs

SELECT THEATRE

THREE DAYS beginning

MONDAY

No. 7—Dc. Ad., Mat; 10c.

Lewis J. Selznick *presents*

"REPORTED MISSING"

Starring

OWEN MOORE

The Photoplay Novelty of the Year

SELECT THEATRE

Mon.-Tues.-Wed.

No. 3—Sc. Ad., Mat; 5c.

SELECT THEATRE

WEEK

COMMENCING

MON.

(Date)

"REPORTED MISSING"

STARRING

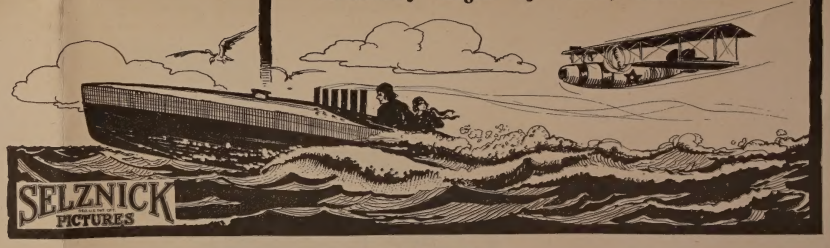
OWEN MOORE

A THRILL DRAMA

A LAUGH DRAMA

The Photoplay Novelty of the Age

Personally staged by Henry Lehrman



SELZNICK PICTURES

No. 8—4 Col. Ad., Mat; 20c.

SELECT THEATRE

THREE DAYS BEGINNING

MON. (Date)

LEWIS J. SELZNICK *presents*

"REPORTED MISSING"

Starring

OWEN MOORE

Personally staged by Henry Lehrman

THE PERFECT COMBINATION OF COMEDY AND DRAMA

SHORT BILLING

No. 4—Sc. Ad., Mat; 5c.

SELECT THEATRE

WEEK COMMENCING

MONDAY (Date)

Chock-a-Block with Drama

Yet Bubbling Over with Laughs

LEWIS J. SELZNICK

presents

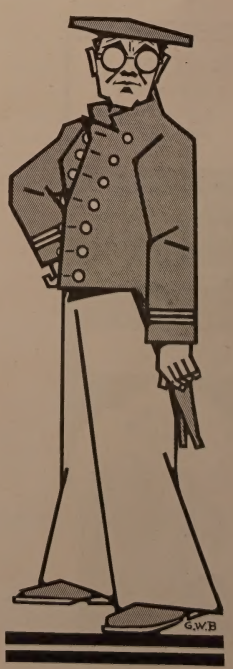
"REPORTED MISSING"

Starring OWEN MOORE

Personally staged by Henry Lehrman

No. 9—6 Col. Ad., Mat; 30c.

—if you want to prepare additional advertising



—you will find it possible to make engravings, in line, from the specially prepared copy which appears on this page. The drawings have been made large and open to permit of the greatest possible latitude in reducing or enlarging them to serve as illustrations in advertisements of any size or character. Two of the drawings are by Marcus, whose work is a regular feature of the New York Times.

If you want these drawings on better stock, ideally suited for use as engraver's originals, address SELECT PICTURES CORPORATION, 142 W. 52nd St., New York City, enclosing FIFTY CENTS, and the complete set of five will be mailed you flat, postpaid.

Newspaper Text Matter

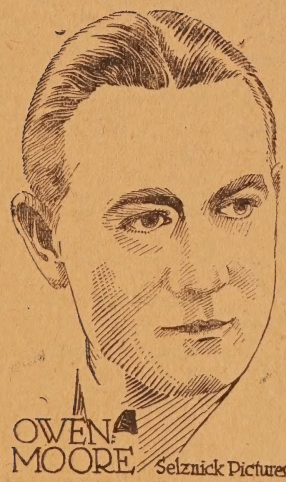
"REPORTED MISSING"

Starring

Owen Moore

CAMPAIGN BOOKS are prepared as "aids" for exhibitors. There is the disposition on the part of every distributor of motion pictures to do everything within his power to insure the most satisfactory box-office results for the sake of each individual picture handled and to the end that each satisfied customer may become a steady buyer.

In no line of modern endeavor more surely than in the motion picture business does there apply the old saw, "The Lord Helps Him Who Helps Himself."



No. 10, S. C. Line Star Cut, 25c

In the preparation of the following text matter in such form that it may be clipped and sent to the newspapers in your city, our aim has been to provide something adequate to average needs—but, more importantly, to point the way toward what can be done with a photoplay product of this character in which newspapers generally may reasonably be expected to show unusual interest.

"REPORTED MISSING" is a newspaper picture. There are all kinds of advertising accessories provided for its exploitation—and all have been designed with the utmost care—but the greatest opportunity to bring it to public attention in advance lies in the use of newspapers. Owen Moore, the star, is known in every newspaper office throughout the country. Pauline Garon has been recruited for the screen from one of Broadway's most sensational stage successes. Tom Wilson is an old-timer who numbers his friends in the theatrical and sporting world in the hundreds. Nita Naldi is one of America's celebrated beauties. Togo Yamamoto is one of the most picturesque characters now before the public. Each name suggests a dozen stories beyond those which have been included in the following pages. Theatres that set out to get the big money with this splendid Selznick Special will use all the press material we have provided—and a lot more which has only been suggested.

TOGO YAMAMOTO PAULINE GARON OWEN MOORE NITA NALDI TOM WILSON

No.11, Thumb-nail Character Portraits of Principal Players, Complete Mat 15c

OWEN MOORE

Owen Moore, who plays the star part in "Reported Missing," was born in Ireland in the same town as John McCormack, the singer. These two celebrities were boyhood pals in the old country. The Moore family left Ireland when Owen was eleven years old and settled in Toledo, Ohio. The four boys of the family—Owen, Matt, Tom and Joe—all had decided stage leanings and all were experienced actors before they attained their majority.

Owen was the first to desert the stage and enter the movies, beginning his screen career with the old Biograph company in 1909. Here he played in a number of pictures with Mary Pickford who later became his wife. When D. W. Griffith formed the Majestic-Reliance company, Mr. Moore joined him and was featured in many of the productions of that famous company. Following that he joined Famous Players-Lasky and later the Goldwyn company. One of the greatest of Moore's successes was "The Crimson Gardenia," a Rex Beach story produced by the latter company. Two years ago he joined the Selznick company and with that organization has had a long list of successes notable among which were "The Poor Simp" and "The Chicken in the Case."

"Reported Missing," however, is generally acknowledged to have been Owen Moore's most successful effort.

TOM WILSON

Tom Wilson has a big part in "Reported Missing," starring Owen Moore, which has been announced as the attraction for the..... .....Theatre beginning .... His private life has been fully as interesting as is the character he plays in this new Selznick special.

Mr. Wilson was born in Helena, Mont., in the very late eighties. Among the very first things he did when he had attained the necessary age was to join the army. Later he met up with Bob Fitzsimmons who was just then fighting his way to the position of heavyweight champion of the world. Wilson had done some boxing in the army and had engaged in a few professional fights later and Fitzsimmons found him invaluable around his training camp as sparring partner and trainer. It was entirely under Wilson's direction that "Ruby Robert" trained for his spectacular ring encounter with James J. Corbett.

When Fitzsimmons turned to the stage, Wilson became a member of his company, playing a leading role in "A Fight for Love." This early experience made him turn his attention exclusively to the grease paint as opposed to the leather mitts and ever since that time he has been earning his living before the footlights or the motion picture camera. Photoplay fans will remember him best for his work in support of Charlie Chaplin in such pictures as "A Dog's Life," "Shoulder Arms," "Sunnyside" and "A Day's Pleasure." Mr. Wilson was brought on from the Pacific Coast to New York City to create the role of Owen Moore's colored valet in "Reported Missing."

PAULINE GARON

Pauline Garon "arrived" on Broadway not long ago when she appeared in support of Marie Doro in "Lilies of the Field" at the Klaw Theatre. The show itself created a lot of talk and Miss Garon, because of the role she played and the charm with which she invested it, came in for more than her share of the conversation.

Now Miss Garon bobs up in leading support of Owen Moore in Selznick's big "jumping opera," "Reported Missing," playing at the Criterion Theatre next week.

Pauline is as blonde as a freestone peach, no bigger than a pint of peanuts, and as lively as a cricket. In "Reported Missing" she has a lot of troubles. She gets shipwrecked and everything—and, at times, she wears the cutest little roughneck clothes that have been seen in a long time.

There isn't anything in her experiences in "Reported Missing," which explains it, but Miss Garon says she likes the "movies"—and since the "movies" like her, it is likely that she will be seen in a number of important photoplay productions in the near future.

TOGO YAMAMOTO

When the story of "Reported Missing" had been completed, there was only one man in the motion picture profession considered suitable for the "heavy" role—and he was on the Pacific Coast, with the picture going into production in the Selznick studios in the East. Togo Yamamoto was the man—and President Myron Selznick, of the Selznick company, determined to have him, no matter what the trouble or cost. Yamamoto's release from other contracts was secured and he was brought to New York.

Togo Yamamoto is a native born Japanese who came to this country many years ago to learn American ways in that thorough method which is characteristic of his race. He was educated in one of the leading American universities.

Confirmed motion picture fans will remember Yamamoto as having done exceptional work in "Pagan Love," starring Mabel Ballin, a year or two ago.

NITA NALDI

To theatregoers outside of New York City, Nita Naldi, who appears in support of Owen Moore in "Reported Missing," announced as the attraction at the..... Theatre for ..... days beginning ....., is best known because of her work in photoplays which have preceded the big Owen Moore special on the schedule of the same producing organization, Selznick Pictures Corporation. Miss Naldi was recruited for the screen from Ziegfeld's "Follies" where her striking beauty and ability to wear beautiful clothes made her the toast of Broadway for several seasons.

For the Selznick organization, Miss Naldi has appeared in two important productions within the past few months. She supported Owen Moore in "A Divorce of Convenience," which preceded "Reported Missing" on the schedule and followed "The Chicken in the Case." Later Miss Naldi had an important role in "Channing of the Northwest," starring Eugene O'Brien.

Reported Missing, Starring Owen Moore

"Scat", Says the Flapper and the Vamp

"The flapper," says Nita Naldi, President of the Follies Alumnae, "must go. She is a non-essential. She attracts nothing but the callow youth and keeps them from doing worth-while things. Because of her they spend their hours walking the dog when they should be at their books or at the counting house desk. The flapper is vain, silly and insincere. The Shifter craze was introduced by the Flappers. Its avowed intention stated in the society slogan was to get something for nothing. That describes the flapper fully. She wants a lot of love but won't give any in return. She wants a lot of attention but thinks only of herself and returns nothing for courtesies extended.

"I repeat," says Nita, who is appearing with Owen Moore in "Reported Missing," "the Flapper must go."

Nita is a stately brunette and plays Vampire parts.

"The Vampire is a back number," says Pauline Garon, petite actress appearing in the same company with Nita. "She couldn't break a glass home with a flock of pickaxes. Everybody is wise to her. Whenever she starts to swing her alleged alluring glance toward a wealthy suitor he edges away and says to himself, none of this baby for me.

"The Vampire has seen better days. She must go. The gang's on to her," says Pauline.

Pauline is a flapper.

No.13, 2 Col. Production Cut; Electro 45c, Mat 10c

No. 14, 1-Col. Prod. Cut; Electro 25c, Mat 5c

Tom Wilson, Actor, Trained "Ruby Robert"

Black Face Comedian National Celebrity Before He Took Up Work in Motion Pictures.

The claim that Tom Wilson became famous overnight because of his performance in "Reported Missing" is all right except that Tom was famous long before he ever appeared before a motion picture camera. As a ring celebrity he was noted for the fact that he was one of the trainers of Bob Fitzsimmons, when that grand old fighter put Jim Corbett away for the count at Carson City, Nev., and won the world's championship. Wilson's first experience before the footlights was with the same Bob Fitzsimmons when the champion took a fling at the stage. Tom, as his trainer, was one of the cast.

Following his association with the great Fitz, Mr. Wilson joined with no less a celebrity than Eva Tanguay, who was just then starting to tell the world she "didn't care." After that he went the way of all good actors and joined D. W. Griffith's famous star-making Majestic-Reliance company in Los Angeles. Wilson remained with the master producer for many years, only leaving him when Griffith moved his company to New York.

Wilson's career is just one celebrity after another. When he left Griffith he joined "Doug" Fairbanks and played with him in several pictures and after that he broke all records by appearing in five successive productions with the one and only Charlie Chaplin.

In "Reported Missing," Wilson is at his best but, as has been stated, he had become famous long before.

WHY PAY RENT?

U. S. Government Shipping Board to Sell Houseboats for $75 Each.

The United States Shipping Board, with thousands of idle ships on its hands, is, according to a report, prepared to sell a huge portion of them for house-boat purposes. Some of them will sell for prices as low as $75. and will make excellent summer residences for people who want to be close to the water during the hot spell. There is no objection, of course, to having them hauled on dry land and making regular residences out of them. It is not unlikely that ship colonies like old street car settlements will spring up everywhere. In the Selznick picture, "Reported Missing," starring Owen Moore, which is showing at the .....Theatre ..... several thousand of these ships are shown in a scene taken at the Jamaica Bay Docks, N. Y.

"Bootlegging" Exhibits in "Reported Missing"

"Reported Missing," starring Owen Moore, which has been announced as the attraction for the ..... Theatre ....., hasn't anything to do with bootlegging. It is interesting to know, however, that the little fishing vessel which was used in shooting the shipwreck scenes is none other than the famous Nancy Hanks, which caused the internal revenue officers so much trouble in the illicit liquor trade before she was run out of business and turned to more legitimate pursuits.

Great Advance Interest In Big Selznick Picture

"Reported Missing," Starring Owen Moore, Eagerly Awaited Locally.

Hailed as a hurricane of melodramatic comedy, the showing of "Reported Missing," at the .... Theatre this week is eagerly anticipated by picture fans who like their pictures full of thrills, romance and laughter. Owen Moore is starred in this production which deals with the attempt of a Far Eastern capitalist to obtain possession of a huge fleet of ships owned by an American shipping company.

The high lights of the picture are a race between a hydroplane and a hydroaeroplane, a shipwreck, a rough and tumble fight in the villain's house, a series of comedy scenes made only as Henry Lehrman, master of laughter, knows how to make them, and the gowns worn by the statuesque Nita Naldi and the flapper like Pauline Garon.

"Reported Missing" is a moving picture that moves every minute. It is crowded full of action and excitement. It assays a real, honest to goodness laugh a minute. It is one of those amusement mediums which lift people from the dull drab of everyday existence into a world of laughter and romance.

Tom Wilson, as a valet, gives the comedy performance of his career. The scenes in which he attempts to wreak vengeance on a group of Oriental schemers operating against his master are masterpieces of comedy. Tom surely wields a wicked razor. He could trim the Three Musketeers single handed by just shaking his weapon in front of their faces.

Exciting Race in Big Moore Picture

Hydroaeroplane and Sea Sled Broadway III Compete in Mid-Ocean.

The fastest craft now afloat is the sea sled and this was unquestionably proven when during the filming of "Reported Missing," the Owen Moore picture, a 100-mile race between the Sea Sled Broadway III and four of the pick of the New York Yacht Club's fleet of high powered motored boats the sled won by a margin of four miles. Following this test a race was staged between the sea sled and a hydroaeroplane and again the Broadway III was victorious. This latter race was made part of the picture and the unusual manner in which it was photographed gives the spectator the impression of flying in the plane and sailing in the motor boat at alternate moments. The picture, made by the Selznick company, is showing at the ..... Theatre

What Is Drama and Why Its Pull?

Moore Picture Perfect Example of Technique of Thrills and Laughter.

When "Babe" Ruth knocks a homer in the first inning with no one on that's interesting, when he hits one in the fourth with two men on bases that's exciting, but when he comes to the bat with four runs needed to win in the ninth inning and clears the bases, that's drama. But this is largely a matter of chance and happens but once or twice in a season. However, the maker of a motion picture holds the destiny of his characters in the palm of his hand and he can so arrange their doings that the drama comes at the right time.

In the Owen Moore picture, "Reported Missing," Henry Lehrman has proven himself to be a master of dramatic technique. He has built his situations in a manner which shows him to be a student of the workings of human emotions. His chief aim in this picture was thrills and laughs and they are so distributed as to constitute a medium of entertainment rarely encountered these days. If you want to be lifted out of this everyday world into a land of romance, excitement and laughter don't fail to drop in at the..... .....Theatre and see the Selznick picture, "Reported Missing."

Hundred-Foot Dive Raises Insurance Rate

Owen Moore, Star in "Reported Missing," Took Too Many Long Chances.

Insurance companies who have motion picture stars insured for large amounts, have appointed representatives whose business it is to watch these young men and women at work. If they persist in taking hazardous risks their rate is raised. The man detailed to watch Owen Moore working in "Reported Missing" which is showing at the ..... Theatre this week was forced to go to sea with the company and was placed in an embarrassing position when he wanted to raise Owen's rate after watching him do a hundred-foot dive from the masthead. There was no wireless equipment and the captain refused to turn back for the insurance shark. Before the two-week trip was at an end the watcher had a nervous break-down. He is recommending that Owen Moore's rate be the same as a machine gunner's in war time.

Keep your newspapers plentifully supplied with Reading Notices.

Author-Director Excels in Pictures

"Reported Missing," Starring Owen Moore, Proves Interesting Contention.

It is now generally acknowledged that the eminent author as a maker of moving pictures is far from being a success. The author-director is outclassing him for the simple reason that he is more adapted to the new art. A writer works with the more mechanical medium of words, a director works with pictures. The author thinks in words, the director thinks in pictures and hence his greater success.

In the Owen Moore picture, "Reported Missing," Henry Lehrman has clearly demonstrated the superiority of the author-director and has vividly shown the marvelous results which can be obtained by a man who has the picture mind. "Reported Missing," a Selznick picture, is announced as the attraction at the..... .....Theatre .....

Comedy Directors Lead Their Field

Beat Dramatic Producers at Own Game—Their School Demands Action.

The majority of the successful directors and stars of motion pictures to-day received their early training in the school of comedy. Their success in dramatic and melodramatic production is attributed to the fact that comedy demands continuous action and it is now found that this is the most important essential of all motion pictures. The chief complaint against the majority of cinema productions is that they drag. This fault is rarely found in pictures produced by men who have graduated from the comedy school.

"Reported Missing," playing at..... ..... this week, is generally credited with being the greatest action picture ever made. Henry Lehrman, one of the Sennett school, has proven himself a master of melodramatic comedy. If ever the phrase "not a dull moment" was appropriate it is to this picture. Thrilling races between hydroaeroplanes and sea sleds, speeding automobiles, exciting sea scenes, fights and comedy situations follow in quick succession and throughout all there is the necessary touch of romance. "Reported Missing," made by the Selznick company, is a classic and is proving one of the really great pictures of the current season.

SHORT ADVANCE NOTICES

The latest child of Henry Lehrman's motion picture directorial brain is the attraction at the .....Theatre next week, beginning ..... The photoplay is "Reported Missing," starring Owen Moore, produced by the Selznick company.

It was "Reported Missing" that brought Mr. Lehrman back from the Pacific Coast some months ago. Mr. Moore's previous screen successes, including "The Chicken in the Case" and "A Divorce of Convenience," resulted in a combination by mutual consent between the well known star and director, each one believing the other ideally suited to supply what the other might lack in the creation of a screen production which would establish both of them at the head of their respective professions. "Reported Missing" is the result of this combination. The story was written by Mr. Moore and Mr. Lehrman in collaboration and fully twice as long was given to the production of the picture as is customary in photoplays of this character.

Tom Wilson, Pauline Garon, Nita Naldi, Togo Yamamoto, Frank Wunderlee, and Robert Cain are prominent in Mr. Moore's supporting company.

"Reported Missing," starring Owen Moore, which opens at the.....Theatre ....., would make a good substitute for these latter day expositions which show the development of the methods of transportation. There aren't any stage coaches in it and there aren't any locomotives but about everything else under the sun is used to work out the melodramatic story. The principal characters are shanghaied on one of those sturdy fishing vessels and rescued with the aid of a modern hydroaeroplane and a seaplane which engage in a thrilling race. High powered automobiles rushing hither and yon are also much in evidence.

"Reported Missing," starring Owen Moore, which opens at the .....Theatre ....., was made by the Selznick company in their studios in the East. Its cast, however, was recruited from the best screen players to be found in both the East and West. Tom Wilson, best known among the black-face comedians who frequently appear in pictures, was brought on from Los Angeles especially for the important role he has in the production as was also Togo Yamamoto who has long specialized in Oriental "heavies."

Pauline Garon, who plays the leading feminine role, was recruited from the "Lilies of the Field" company playing on Broadway. Nita Naldi has supported Mr. Moore in a number of previous productions.

Sooner or later the "movies" get them all. Whether they be playing Topsy or Hamlet, each man or woman of the stage seems to have a secret yearning for the motion picture camera which ultimately overpowers him.

In "Reported Missing," starring Owen Moore, which opens at the ..... Theatre ....., the leading lady is none other than pretty little Pauline Garon who flashed across Broadway not long ago as a prominent member of the "Lilies of the Field" company. It is said that her motion picture debut has been made under the most happy conditions. Playing opposite Owen Moore she has been given abundant opportunity to show her motion picture possibilities and that she has taken full advantage of it seems proven by the announcement that she will be seen in additional important photoplay productions in the future.

Four-year-old Rose Donegan takes part in a scene in the Owen Moore picture, "Reported Missing," which puts anything Pearl White and Ruth Roland have done in the shade. She stands directly in the path of an automobile speeding along the highway at the rate of seventy miles an hour. It is a spectacle which makes the audience hang on to their seats and is proving the greatest thrill-producer staged in some time. The driver, who is Owen Moore, the star, swings the steering wheel around in order to divert the course of his car and as a result is flung over an embankment and turns completely over. It is the kind of thing you read about but rarely see and only one of the many thrills this remarkable picture contains. "Reported Missing," produced by the Selznick company, is announced as the attraction at the..... Theatre .....

The only royal road to the Movies is via the Follies. Once Flo Ziegfeld passes the approving eye over you all is well. You are on your way to motion picture fame. To name the Follies of alumnae in the pictures would be almost a reprint of the female portion of a motion picture directory. There is Olive Thomas, Mae Murray, Ruby De Reymer, Martha Mansfield, Kathryn Perry, Nita Naldi and a score of others.

Nita Naldi, the statuesque beauty appearing with Owen Moore in Selznick's "Reported Missing" at..... Theatre, has been acknowledged the most typical of the stately type of beauty toward Mr. Ziegfeld has decided leanings. When Nita quit the Follies for the motion pictures hundreds of tired business men broke down and cried like children.

No. 15, 2-Col. Half Tone Star Cut, 45c

Reported Missing Starring Owen Moore

No. 16, 2 Col. Production Cut; Mat 10c No Electro

"REPORTED MISSING" GIVES OWEN MOORE BIG CHANCE

Selznick Special Directed by Henry Lehrman Will Attract Unusual Attention Through Its High Artistic Novelty.

Owen Moore's long motion picture career has included many successes but it is doubtful if he has ever before reached the heights he does in the Selznick Special, "Reported Missing," which is showing at the..... Theatre this week. This is a picture which absolutely lives up to the slogan adopted for it, namely, "the greatest action picture ever made." Owen is the centre of more amusing and thrilling scenes that it has ever before been his good fortune to take part in. In the laugh-producing moments of the picture he is ably assisted by the genial Tom Wilson, long a standby with D. W. Griffith. Wilson is a master of comedy and has acquired the fine art of inspiring enjoyment as few men have.

In addition to the comedy incidents in which Owen Moore figures, he is the principal in a number of thrilling scenes which the makers of serial thrillers may well envy. Some of these shockers are the race between the Sea Sled Broadway III and a hydroaeroplane. Moore is in the seaplane and the very villainous Oriental ship master is in the sea sled. The sled wins and upon reaching dry land the Chinaman makes use of an auto. Moore gives chase in another machine and is overtaking his rival when a child crosses his path. In an attempt to steer clear of the youngster Moore throws his machine over an embankment. Another incident which smacks of the real Drury Lane melodrama is the fight in the stronghold of the Oriental schemers. Here is a battle which is worth the price of admission alone. If you want laughter, romance and excitement don't fail to see "Reported Missing," which the Selznick company consider the best photoplay they have yet made.

Thrills and Laughs in "Reported Missing"

Selznick Company Has Combined Varied Forms of Screen Entertainment in Big Special.

The much talked-of picture, "Reported Missing," comes to the..... Theatre. This Selznick picture, in which Owen Moore is starred is really one of those super-productions we hear so much about but rarely see. It is full of the type of thrills which have made motion pictures the world's most popular entertainment. One of these scenes, a race between a sea sled and a hydroaeroplane, is worth the price of admission alone. Following this chase comes one in high powered autos. In this latter race Moore, in the part of Richard Boyd, stages a scene which is the replica of those thrilling events which fill the daily papers on summer Mondays. In endeavoring to steer clear of a child in his path he swings his machine over an embankment.

In addition to these thrills there is a shipwreck which contains a series of remarkable sea scenes photographed in a manner which vividly illustrates the rapid artistic advance of the cinema.

Tom Wilson, one of D. W. Griffith's old stand-bys, is the prime mover in a lot of comedy scenes, particularly those in which he attempts to wreak revenge on a group of Orientals who are trying to do away with his master, Owen Moore.

Pauline Garon, the perfect flapper, furnishes the romance and gives an excellent portrayal of a young girl madly in love and intent upon making herself the inspiration of the man she adores. Owen Moore, the lucky man, in the character of Richard Boyd, certainly needs the inspiration as he is the absolute limit insofar as not caring whether school keeps or not.

"Reported Missing" is fine entertainment throughout.

Laughing Their Way Into Hall of Fame

Owen Moore and Tom Wilson Are Doing the Trick in "Reported Missing."

Owen Moore and Tom Wilson are deserving of a place in the Hall of Fame for their laugh-producing performance at the ....Theatre yesterday in the Selznick Special, "Reported Missing." The production was advertised as the greatest action picture ever made and it is all of that. Thrills and laughs follow in quick succession and the story never lets down for a second. In addition it contains one of the most villainous villains that ever scuttled a ship or cut a throat. The wily Oman, Oriental shipowner who tries to deprive Owen Moore, as Richard Boyd, of his right to purchase a fleet upon which he has an option, is certainly a 100% screen scoundrel. He was greeted with hisses upon his every appearance. Nita Naldi, of Follies fame, had the tired business men sitting up and taking notice and Pauline Garon, flapper de luxe, won her way into the hearts of all the males present.

Among the thrilling scenes are a race between a sea sled and a hydroaeroplane, a shipwreck, and a fight in the Oriental villain's stronghold.

"Reported Missing" is what the public wants plus and is the type of picture which has only one aim—entertainment.

Reported Missing Starring Owen Moore

"Reported Missing" Fully Makes Good

Owen Moore and Tom Wilson Prove Great Laughmakers in Big Selznick Special.

One moving picture that lives up to its advance notices is "Reported Missing," which opened at the ..... Theatre yesterday. Owen Moore and Tom Wilson, as principal laughmakers, kept the audience in a state of laughter bordering on hysteria. The story concerns the efforts of a wily Oriental shipowner to do away with young Richard Boyd (Owen Moore) who has an option on a fleet of vessels which the Chinese sea master wants. He has Boyd shanghaied and then the fun and thrills begin. Tom Wilson, as Boyd's valet, gives the performance of his career. His every move seems to promote laughter. The scene in which he draws his trusty razor and starts out to carve up all the Orientals handy is the funniest seen in a long time.

The thrilling scenes include a shipwreck, a race between a hydroaeroplane and a sea sled and a terrific fight in the stronghold of the Oriental villain.

Nita Naldi, late of the Follies, and Pauline Garon, the world's most beautiful flapper, furnish the feminine decoration and they certainly do appeal to the masculine eye.

"Reported Missing" is real, honest to goodness entertainment.

"Reported Missing" a Treat in Gowns

Nita Naldi and Pauline Garon Wear Beautiful Clothes in Big Selznick Picture.

Gowns for two distinct types of beauty are shown in "Reported Missing," the Owen Moore picture now showing at the ..... Theatre.

Nita Naldi, generally accredited with being the most beautiful woman of her type in New York, wears a series of gowns and negligees which are the last word in smartness. Nita is a perfect example of the stately brunette type of beauty and it lately has been a habit of New York designers to see who could most artistically gown this gorgeous lady. Their efforts are shown in the Moore picture.

Pauline Garon, also of the "Reported Missing" cast, is of the flapper and sub-deb type and she too is much sought after by the Metropolitan milliners and dressmakers. After looking over the gowns worn by these two it is exceedingly difficult to decide which type of beauty is the most attractive.

No.17, 1-Col. Prod. Cut; Mat 5c; No Electro

Lehrman's Skill Shows in Picture

Early Pupil of D. W. Griffith, Director of "Reported Missing," Has Done Well.

Henry Lehrman, director of "Reported Missing," is a product of the Griffith and Sennett schools and this combination of training shows itself remarkably worth while in the big Selznick picture starring Owen Moore. It is a wonderful mixture of thrills, laughs and romance, all properly timed and placed. No finer example of finished moving picture technique than this has come from the studios in a long time. It is a production which every one sincerely interested in the cinema as an art can study with profit.

Every thrill is led up to in a psychological way, every laugh is planted in such a manner as to produce the best results, and the human touches for which Griffith, the master, is so noted are successfully copied by Lehrman, the pupil.

As in every industry it is essential that a man should learn the motion picture business under a master of the craft, Lehrman started at the very bottom years ago with the old Biograph in the days when $30 a week was a fortune to Mary Pickford and long before the majority of present-day directors ever saw a moving picture.

"Reported Missing" is 100% entertainment and will take you away from the cares of the workaday world into a land of romance, thrills and laughter.

No Dull Moments in "Reported Missing"

Local Theatregoers Find Big Picture Starring Owen Moore Much to Their Liking.

"Reported Missing," playing at the ..... Theatre this week, is a moving picture that really moves. If ever the phrase "not a dull moment," was rightly applied it has been to this picture in which Owen Moore is the leader of a company of performers who have completely mastered the art of entertainment.

The story concerns the efforts of an Oriental shipping king to gain control of a fleet of ships upon which Owen Moore, as Richard Boyd, has an option. In order that young Boyd's option will lapse, the wily Chinaman arranges to have him shanghaied—and then the fun begins. It is just one thrill and laugh after another and the comedy sequences produced a state bordering on the hysteria at yesterday's showing, particularly when Tom Wilson as the hero's faithful colored servant, began wielding a wicked looking razor in the general direction of the yellow cohorts of Oman the villain.

Nita Naldi, the statuesque Follies beauty, attracted with her marvelous gowns and Pauline Garon, the flapper de luxe, had everybody's eyes popping.

The biggest thrill in the picture is a race between a sea sled and a hydroaeroplane which is followed by a chase in high powered machines.

The fight in the home of Oman is the greatest ever and one no lover of conflict should miss. It had yesterday's crowd hanging on to the seats. If you want to be thrilled, amused and have a chance to hiss a villain see "Reported Missing."

No. 18, S C. Half Tone Star Cut, 25c

Reported Missing Starring Owen Moore